
To: Hunter Douglas Inc. (jason.throne@hunterdouglas.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77697117 - RIGHT CHOICE PROMISE - "Right Choic
Sent: 8/17/2010 8:12:27 AM
Sent As: ECOM107@USPTO.GOV
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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/697117

MARK: RIGHT CHOICE PROMISE

CORRESPONDENT ADDRESS:

JASON T. THRONE, ESQ.
HUNTER DOUGLAS INC.
1 DUETTE WAY
BROOMFIELD, CO 80020-6775

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Hunter Douglas Inc.

CORRESPONDENT'S REFERENCE/DOCKET

NO:

"Right Choic

CORRESPONDENT E-MAIL ADDRESS:

jason.throne@hunterdouglas.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 8/17/2010

Applicant is requesting reconsideration of a final refusal issued/mailed January 25, 2010.

The requirement regarding the identification of services is withdrawn. The amended identification of services is accepted.

However, after careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the refusal under Trademark Act Sections 1, 2, 3 and 45. The examining attorney attaches additional cumulative evidence regarding the refusal.

Accordingly, applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was issued/mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). If applicant has already filed a timely notice of appeal, the application will be forwarded to the Trademark Trial and Appeal Board (TTAB).

If applicant has questions about the application or this Office action, please telephone the assigned trademark examining attorney at the telephone number below.

/ekajubi/
Elizabeth N. Kajubi
Trademark Examining Attorney
United States Patent & Trademark Office
Law Office 107
(571) 272-2727

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

the blind alley®

custom drapery and window covering specialists

HUNTER DOUGLAS
RIGHT CHOICE PROMISE



Make Your Choice With Confidence...





Our **Right Choice Promise™** guarantees it! Hunter Douglas and The Blind Alley, a Hunter Douglas Gallery® Dealer are thoroughly committed to customer satisfaction. We know you will appreciate the quality workmanship and beauty of our window fashion products.

With your purchase, you will not only have the Hunter Douglas name on your new window fashions, you will also have our exclusive **Right Choice Promise**.

Here's how it works:

Once the installation of your new window coverings is complete, we invite you to experience and enjoy them in your home for 21 days. In the unlikely event you're not thoroughly satisfied with the way they visually enhance your home at the end of this 21-day period, contact the Service Department at The Blind Alley during the next 21 days. We will make a one-time replacement of your window coverings with a Hunter Douglas product of equal or lesser value of your choice. It's that simple. In addition to the **Right Choice Promise** you will have one of the best product warranties in the business: the Hunter Douglas Lifetime Limited Warranty.



Our goal with each and every client is total satisfaction. That sets us apart from our competition. As a Hunter Douglas Gallery, we have the experience and training to help our customers select the best Hunter Douglas window fashion for their needs. Hunter Douglas is so confident in our ability to do this that, after living with the product for 21 days, in the unlikely case you're not thoroughly satisfied with your Hunter Douglas window coverings, we can make a one-time replacement with another Hunter Douglas window covering.





A decorating project can sometimes be a dramatic change for people, and we've seen that people often need time to adjust to the "newness." So we ask that you live with the product for 21 days to see how you ultimately feel. We let all of our customers who purchase Hunter Douglas window coverings know about the **Right Choice Promise**, and very rarely do we actually have to use it.

Our ultimate mission as a Hunter Douglas Gallery is to be committed to ensuring that our customers have a thoroughly satisfying experience.



[Click here to View the Hunter Douglas Video](#)

[Click here to view the Hunter Douglas video](#)

Hunter Douglas Window Fashions are available from **The Blind Alley** in Bellevue, Washington. For more information, contact The Blind Alley and visit our Hunter Douglas Gallery showroom.

HunterDouglas *Gallery*

Or view **Hunter Douglas Window Coverings** in the privacy of your home with one of our Window Fashion Designers.

To view more information regarding **Hunter Douglas Window Coverings** visit the Hunter Douglas website.

Hunter Douglas Inc., headquartered in Upper Saddle River, N.J., is the leading manufacturer of custom window coverings in North America.

To learn more about The Blind Alley visit our [Company Profile](#).

the blind alley®



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08/16/2010 09:16:13 AM

This is Google's cache of http://www.hdwfg.com/homestyle/getting_started/right_choice_promise/right_choice_promise/sb.cn. It is a snapshot of the page as it appeared on Jul 23, 2010 03:48:53 GMT. The current page could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **right choice promise**

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HunterDouglas *Gallery*

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Right Choice Promise

We promise complete satisfaction.



**RIGHT
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With the Hunter Douglas **Right Choice Promise™**, you can make your choice with confidence. Just try out your new window coverings and exchange them if you are not completely satisfied. This program is exclusively offered at Hunter Douglas Gallery® stores like ours.

Make your choice with confidence.



Once the installation of your new Hunter Douglas window coverings is complete, we invite you to experience and enjoy them in your home for 21 days. In the unlikely event you're not thoroughly satisfied with the way



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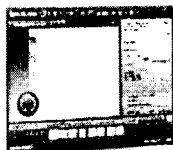


they visually enhance your home at the end of this 21-day period, contact us during the next 21 days. For a nominal fee (not to exceed \$75 per window covering), we will make a one-time replacement of your window coverings with a Hunter Douglas product of equal or lesser value of your choice.* It's that simple.

Please contact us to learn more.

Program Details

*The **Right Choice Promise** applies only to residential installations. It excludes: damage and abuse, improper installation, mis-measurement, product stacking or control side change, hard-wired motorized products and specialty shapes requiring templates. Change in product size (i.e., inside mount to outside mount or vice versa) is excluded. An additional re-installation charge not to exceed \$75.00 per window covering may be required. If the replacement product is of greater value, you must pay the difference in value. No credits or refunds for products of lesser value. Claims must be made by the original customer through the original Hunter Douglas Gallery® dealer. The **Right Choice Promise™** is available only through participating Hunter Douglas Gallery® dealers.



Explore Colors and Fabrics

Customize rooms with your favorite Hunter Douglas window coverings in any color, fabric or material.

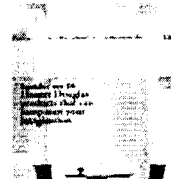
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How may we help you?

Please contact us with any questions you may have.

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Discover inspiring ideas for your windows and request the FFRF Hunter Douglas Designing Windows Concise Guide.

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These search terms are highlighted: **right choice promise**

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PROMOTIONS

Compare our prices for all Hunter Douglas blinds, shades, and shutters anywhere, including Costco shop at home. Federal tax credits are available up to \$1,500.00 for the purchase of Duette® Architella honeycomb shades through 12/31/10. hunterdouglas.com/taxcredit

Our 28th anniversary sale is now in progress for a limited time. We are reducing our everyday lower prices even lower on all Hunter Douglas blinds, shades and shutters store wide. In addition, we are now offering our exclusive 1+2 three year in home service warranty with our installation package at no additional charge.

All our 2" wood blinds now come with the revolutionary EPIC head rail system at no additional charge.

Consumer Mail-In Rebate Offers added savings:

\$50 per unit Pirouette® Window Shadings, no maximum

\$50 per unit Silhouette® Window Shadings, no maximum

\$100 per unit Luminette® Privacy Sheers or Modern Draperies, no maximum

Free Alustra Upgrade Offers:

Free Top-Down/Bottom-Up on Alustra Duette® Honeycomb Shades

Free Top-Down/Bottom-Up on Alustra Vignette® Modern Roman Shades

Free Decorative Tape on Alustra Modern Precious Metals® Aluminum Blinds

Free Decorative Tape on Alustra Wood Blinds

Free SoftGlide® System on Alustra Woven Textures Roman Shades

Free Chelsea™ Roller system on Alustra Woven Textures Roller Shades

Duette Architella honeycomb shades win 4 in the Green Products category including Best New Shade

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Duette Architectella honeycomb shades won 4 in the Green Products category including Best New Style.
Vignette Tiered Modern Roman Shades with UltraGlide won Best New Style Concept in Green products in Health and Safety category
Applause Vintage using 40% recycled polyester fibers won for Best Utilization of Recyclable Materials
Hunter Douglas Roman-style shades with the New Cord Ladder garnered Best Technical Innovation in Green Health and Safety Category.
Luminette Modern Draperies Dual Pane for Best New Style Concept
Nantucket Sunscreen privacy sheers won Best New Style Concept in Shading and Sheers Category
Pirouette window shadings won Best Technical Enhancement for PowerRise 2.0 and Best New Style Enhancement in the Specialty shapes category
PowerRise 2.0 with Platinum Technology won the Best Technical Enhancement
EPIC Horizontal Blind Operating System won Best Technical Innovation in the Horizontal Blinds Category
Provenance Woven Wood Shades won Best New Style Enhancement in Roman, Roller and Pleated Shades

Hunter Douglas Gallery Right Choice Promise:

Once the installation of your new window coverings is complete, we invite you to experience and enjoy them in your home for 21 days. In the unlikely event that you are not thoroughly satisfied with the way they visually enhance your home, contact Window Wares during the next 21 days. We will replace your window coverings with a Hunter Douglas product of equal or lesser value of your choice. If you decide to upgrade, the difference in price will be assessed. It's that simple! Some restrictions, exclusions and handling fees may apply. See store for details. The installation is free with the right choice promise, only travel charge would apply.

Aluminum Blinds \$20
Evenwood \$35
Heritage, Newstyle, Palm Beach, and Bridgeway \$120
Duette and Applause \$42
Luminette and Park Lane \$85
Silhouette and Nantucket \$85
Provenance \$45
Brilliance \$30
Roller Shades \$20
Roman Shades \$80
Skyline \$120
Vertical \$40
Vertiglide \$85
Vignette \$60
Countrywoods \$40
Motorized \$85

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Shades ★
of Marin

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San Rafael, CA 94901

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Getting Started

Learn more about our Right Choice Promise.

We promise complete satisfaction.



**RIGHT
CHOICE
PROMISE**

With the Hunter Douglas Right Choice Promise™, you can make your choice with confidence. Just try out your new window coverings and exchange them if you are not completely satisfied. This program is exclusively offered at Hunter Douglas Gallery® stores like ours.

Make your choice with confidence.



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See full-size display models of all Hunter Douglas collections in our beautiful showroom and experience exceptional service.

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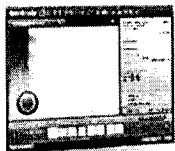


exceed \$/5 per window covering), we will make a one-time replacement of your window coverings with a Hunter Douglas product of equal or lesser value of your choice.* It's that simple.

[Please contact us to learn more.](#)

Program Details

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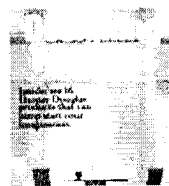
Explore Colors and Fabrics

Customize rooms with your favorite Hunter Douglas window coverings in any color, fabric or material.



How may we help you?

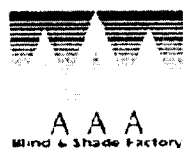
Please contact us with any questions you may have.



Get a FREE Design Guide

Discover inspiring ideas for your windows and request the FREE Hunter Douglas Designing Windows Concise Guide.





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Getting Started

HunterDouglas Gallery

Why Shop Gallery?

Enjoy the Hunter Douglas Gallery® Experience.

Get the complete Hunter Douglas experience when you shop at a Hunter Douglas Gallery®.

Premier Products



We offer the full range of Hunter Douglas window fashions, including the newest products and the high-end exclusive Alustra® Collection, with full-size displays that let you see, touch and compare products and features first-hand.

Knowledge and Expertise



You will be served by experienced window covering professionals, expertly trained to answer all your questions, from measurements and color choices to financing and installation.

WHY SHOP GALLERY



**RIGHT
CHOICE**

We promise complete satisfaction with the Hunter Douglas Right Choice Promise™, you can make your choice with confidence. Just try out your new window coverings and exchange them if you are not completely satisfied.

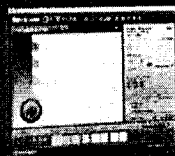


and installation.

Exceptional Service



Our exceptional service includes one-on-one consultation, expert installation, flexible financing options and after-sale follow-up. Our in-home window fashion design service will finalize every detail to ensure your selections beautifully complement your home décor. You'll get the Hunter Douglas Lifetime Guarantee and the Gallery-exclusive Right Choice Promise™ too – if after living with your new window purchases in your home, you're not satisfied, your Gallery Dealer will replace them.



Explore Colors and Fabrics

Customize rooms with your favorite Hunter Douglas window coverings in any color, fabric or material.

[Launch](#)



How may we help you?

Please contact us with any questions you may have.

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Free In-Home Design Consultation

We'll come to your home for a FREE in-home design consultation. Schedule an appointment today.

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GUARANTEED



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Available in 100% Solid Blinds

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Product Warranty

GUARANTEEDblinds.com warrants all blinds to be free from defects in material and workmanship, assuming normal use and provided that the blinds were installed properly and in the area they were intended for use*. It is also imperative that all recommendations were followed with regard to size limitations and specifications. Damage resulting from misuse, abuse, accidents, alterations, normal wear and tear, exposure to natural elements, including discoloration due to sunlight or the passage of time is not covered by this warranty.

Material used in blinds may contain grain, texture and slight color variations. These are all naturally occurrences when dealing with wood and [faux wood blinds](#) products. In addition, wood and faux wood products are susceptible to slight warping which is considered acceptable as a natural product. These variations and minimal warping are not covered under our warranty.

GUARANTEEDblinds.com at its sole option and discretion will repair or replace the defective blinds, provided they are returned per our Return Policy.

GUARANTEEDblinds.com is not responsible for shipping or labor charges or any other costs involved with the returning the products or re-installation of the returned/replaced products.

This warranty is exclusive and in lieu of all other obligations, liabilities or warranties expressed or implied. In no event shall Guaranteedblinds.com be liable or responsible for incidental or consequential damage or for any other direct or indirect damage, loss, cost, expense or fee.

Some states do not allow the exclusion or limitation of incidental or consequential damages, so this limitation may not apply to you. This warranty gives you specific rights and you may also have other rights that vary state to state.

Refund/Return Policy

Every product GUARANTEEDblinds.com sells is made to your specifications to fit your windows only. Customer satisfaction is our number one priority, and we want you to order with confidence.

When you receive your order, immediately open and inspect it thoroughly for any manufacturing defects or shipping damage. If you find the products damaged or defective, please contact our customer service department at 1-877-421-2525.

If the product requires replacement you will be given a return goods authorization number (RGA) and shipping address to return the merchandise. DO not return any item(s)

without an RGA number

If you are not completely satisfied with your purchase please contact us and we will work with you to achieve your satisfaction. We would like to remind you that all of our products are custom-made to your specifications and requirements and, therefore, refunds are not offered as a remedy to damaged or defective products. What we will do, is repair or replace any damaged or defective product(s) to ensure that the product looks and works as represented on our website.

Our instructions must be followed regarding measuring, installation, and the color disclaimer policy. Our blinds are custom-made to order based upon the measurements and specifications that you provide to us. Therefore, products cannot be returned due to measuring errors or inaccuracies or not entering orders width first and then height. If you would like a professional to measure and/or install your blinds, and guarantee their workmanship, we do offer a free, professional referral service.

Returned goods (only when authorized for return) must be shipped to Guaranteedblinds.com within 30 days of when you receive them. Return shipping charges for non-warranty replacement and repairs are the responsibility of the customer and are not refundable. This "Refund Policy" does not provide for unconditional returns and refunds.

Color Disclaimer

Due to variances among color computer monitors the colors you see on your screen may not be the exact colors of our products. The colors you see should be considered close renditions to the actual colors available. You may request FREE samples if color is important to you prior to placing your order.

We can only guarantee your color satisfaction if samples are received by you prior to ordering. We cannot offer refund/exchange for color related issues unless color samples were ordered and received by you prior to placing your order. This does not apply when samples are not available or due to specials, promotions or closeouts whereby the customer must solely rely on their monitor and hereby acknowledges that the colors may vary due to monitor color variations.

Stained Real Wood Blinds/Natural Wood Shade colors will vary somewhat due to variances in natural wood and the way the wood grain accepts the color, this is noticeable in the best wood furniture and cabinets. Some Natural Wood materials have repeating patterns and the customer acknowledges that a sample is only a small piece of the actual shade and they should call if they are unsure of how the pattern will repeat.

If you are ordering wood blinds with a stained color finish, it is best to order them at the same time so the wood is colored from the same dye lot. Even if you order the same color it may change over time. We will only guarantee a color match for wood and wood product blinds that are purchased together on the same order.

VERY IMPORTANT COLOR NOTE: If you are ordering GUARANTEEDblinds.com products or Pretige Products to match an existing GUARANTEEDblinds.com or Prestige product, it is strongly recommended that you order a current sample to ensure that the new product(s) match your existing product(s) as material colors and stains do change from time to time for all products both natural and synthetic.

Changing/Canceling Your Order

All GUARANTEEDblind.com products are custom made to your specifications and production could begin the day your order is placed, but no later than the next business day. Therefore, we will be glad to change or cancel any order, provided that the order is not in production.

Orders that are changed or cancelled after this period may incur additional charges. We will always do our best to accommodate your needs.

Privacy Policy

Privacy Policy

Your privacy is always protected at GUARANTEEDblinds.com. We do ask you for some personal information in order to process your order. However, all personal information that you provide to us is kept absolutely confidential. When you place an order, you will provide us with your name, address, phone number and e-mail address. This information is retained in our data base with your order for the sole purpose of serving your account. Your credit card number is deleted from our secure data base once your order is completed.

We will not sell or rent any of your personal information.

Our Service Commitment

Our customer service department is committed to the highest quality customer satisfaction in the industry. Our customer service personnel provide expert advice and courteous service to ensure that we exceed your expectations. We achieve this by requiring that all our personnel are held to the highest standards of training and service in the industry.

All of GUARANTEEDblind.com products are manufactured to your specifications, so it is important to follow our measuring and installation instructions.

In the unlikely event that we make a mistake producing your order, contact us immediately and we will remanufacture your order at no charge to you. In the event you have measured or ordered incorrectly please contact us immediately and we will, depending on the circumstances, and at our sole discretion, repair or replace the incorrect product at a reduced cost.

Please note the product to be replaced must be returned per the guaranteedblinds.com return policy and in its original packaging with all hardware and paperwork prior to the new product being shipped.

All of our products are covered by a limited lifetime warranty*. In the event your product needs service, contact us and we will arrange for repair or replacement as quickly as possible.

Your satisfaction is always our first concern and is our true commitment to customer service.

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FREE
samples

FREE
extended warranty

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Shopping

Price Matching

Samples

Shopping BlindSaver.com

Returns & Orders

Satisfaction Guarantee

You will not only find a superior level of service at BlindSaver.com, but a sincere dedication to providing quality products at a fair price. We are so confident that you will be so delighted with the quality of your product, we guarantee your satisfaction with a **Money Back Guarantee**. If you are not completely satisfied with the quality or workmanship of your product, please contact our customer service team at 1-877-388-0336, and we will make every effort to correct the problem. If for some reason we are unable to correct the problem we will provide you with return instructions for a refund.



- Because every product is custom made specifically for you we can not guarantee measurements or option selection
- Please spend a moment reviewing how to properly measure your windows. In addition, due to differences in monitors and how they portray colors, products can not be returned due to dissatisfaction with color, texture or material unless a sample was ordered first and the product arrived significantly different than the sample received.
- Damaged products beyond manufacturer's replacement area are not eligible for refund for shipping damage or for other

Change or Cancel Order
Problem with an Order
Replacement Parts
Satisfaction Guarantee
Warranties

- Oversized products beyond manufacturer recommend sizes are not returnable except for shipping damage and/or initial defects
- Commercial, dealer and bulk orders are not covered by our satisfaction guarantee
- All returns require prior authorization and must be returned in original condition within 30 days of receipt. Once returned, you will receive a store credit or refund. Return shipping is the sole responsibility of customer. Oversized freight, expedited shipping, and handling fees are non-refundable
- Custom products free from defect are subject to a manufacturer's restocking fee

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Service Testimonials



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Window Blinds and Shades by BlindSaver.com - At BlindSaver.com you will always find low prices on custom window coverings, blinds and shades. We offer a great selection of discount blinds plus name-brand wood blinds, faux wood blinds, and vertical blinds. Cheaper than Blinds to Go & faster than 3 Day Blinds and Next Day Blinds. In addition we carry cellular shades, roller shades from manufacturers Bali Blinds, Levolor. Looking for Hunter Douglas?




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When you buy any item from Blinds.com, you can feel confident because your purchase is backed by our **Blinds.com 30-Day Money Back Guarantee**. If you are not **completely satisfied**, contact our customer service department immediately and we will make every attempt to correct the problem. If we cannot do this, we will authorize a return and provide you with shipping instructions for a **complete refund**.

Since everything we sell is custom-made to order, please follow our [measuring instructions](#) carefully. Please understand that we can only honor the guarantee when your measurements are correct. Also:

- **FREE** color swatches are available, so please review our [color accuracy policy](#) carefully, and order samples to make sure you like the color before you buy. Products cannot be returned due to dissatisfaction with the color/quality/texture of the material unless you first ordered samples, and your product is incorrect or significantly different from the color sample you received.
- If your product is not within recommended size limitations, it is returnable only for shipping damage and/or initial defects.

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- Commercial and Contract Division orders are not covered by this guarantee
- Returns are accepted only with prior authorization, and the products in question must be shipped to Blinds.com in the original condition within 30 days of receiving them. You only pay return shipping.

If we made a mistake (even the best companies slip up from time to time) or if your claim relates to shipping damage, we'll also refund you for the return shipping cost, of course. Most custom window covering retailers DO NOT offer a satisfaction guarantee of any sort. Typically, their policy does not allow for returns or exchanges. Here at Blinds.com, we are committed to achieving your satisfaction even after the order is complete. You shouldn't have to settle on a product that will be hanging in your home for years to come. Blinds.com will **make sure** you like what you see. **OR YOUR MONEY BACK**

Ordered already and need to call us about this guarantee?
Please call Customer Service toll-free at 1-800-505-1405, and select option #2. Thank you!

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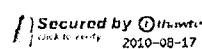
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JustBlinds.com has sold hundreds of thousands of custom blinds, shades, and shutters to satisfied customers throughout the US. We are members of the Better Business Bureau, the BBB Care program, and the BBB Online Reliability program. Customer satisfaction is very important to us and we want you to order with confidence. For this reason we offer our exclusive **30-Day Satisfaction Guarantee**®. If you are not completely satisfied with your purchase please contact us and we will make every attempt to achieve your satisfaction. If on rarest we will promptly provide you with a return authorization and shipping instructions.

*All of our custom products are made to order therefore our instructions must be followed regarding measuring, installation, and the color disclaimer policy. **SAMPLES MUST BE OBTAINED PRIOR TO ORDERING TO BE ELIGIBLE FOR THE SATISFACTION GUARANTEE.** Due to their high production costs Shangri-La shades are returnable for warranty repair only. In addition products ordered beyond our recommended size limitations are returnable for shipping damage and/or initial defects only. Returns will not be accepted without prior authorization and must be shipped to JustBlinds.com in original condition within 30 days of receipt. Return shipping charges are the responsibility of the customer and are not refundable.

Important Note: Most custom window covering retailers **DO NOT** offer a satisfaction guarantee. If you are shopping around be sure ask our competitors about their policies. Most will tell you "no refunds and no exchanges." Obviously with "all sales final" they have little incentive to ensure your satisfaction. At JustBlinds.com we stand behind the products we sell.



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JustBlinds.com is the leading internet retailer of high-quality custom blinds, discount blinds, and specialty window coverings. Our unique blinds and plantation shutters include wood blinds, faux wood blinds, mini blinds, and vertical blinds. Our window shades include roman shades, cellular shades, pleated shades, roller shades, and woven wood.

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We're so confident you'll be pleased with your custom window treatment, we offer an exclusive 30-day Satisfaction Guarantee. If you are not completely satisfied with your purchase, we'll do everything we can to make it right. If we are still unable to meet your expectations, we will make arrangements with you to return the product and issue a refund.

We stand behind our guarantee and products, though there are certain things we expect when we fulfill your order for a custom product. The following conditions must be met to honor this exclusive guarantee:

- Blinds Measurements** - We sell custom made window treatments, manufactured with extreme care to the specifications provided by you, our customer. Our expectation is that you measure your windows correctly. Blinds which are manufactured based on your measurements and specifications cannot be returned if they do not fit. When you carefully follow our step-by-step How to Measure Guide, or have your windows Professionally Measured, we are confident your blinds will fit.
- Color** - Computer monitors vary in their ability to accurately display colors. We strongly encourage you to order our FREE Blind and Shade Samples, if matching the right color is important to you. Minor differences in the displayed color and the actual product color are normal. Products cannot be returned due to dissatisfaction with a color, unless you received the corresponding blind or shade sample prior to placing an order.
- Blinds Returns** - are accepted only with prior authorization and within 30-days of receipt of the new product. You will return the window treatment in its original condition and packaging and be responsible for only the return shipping charges.
- Wallpaper Returns** - In the unlikely event you receive defective wallpaper, please contact us immediately and we will replace the wallpaper free of charge. Where replacements cannot be made, we will issue a full credit back to the original method of payment.

If you wish to return unopened wallpaper, please contact us within 30 days of receipt of the product to set up an authorized return to the manufacturer. Only uncut, unopened products, in their original factory packaging, are returnable. In this situation, a 30% restocking fee will be deducted from your purchase price and a refund will be issued to your original method of payment. Custom



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murals and custom borders are non-returnable. Shipping charges and restocking fees for returned merchandise are the responsibility of the customer and are non-refundable.

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Subject: U.S. TRADEMARK APPLICATION NO. 77697117 - RIGHT CHOICE PROMISE - "Right Choie"
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IMPORTANT NOTICE REGARDING YOUR TRADEMARK APPLICATION

Your trademark application (Serial No. 77697117) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 8/17/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this link http://tportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=77697117&doc_type=REC&mail_date=20100817 OR go to <http://tportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. **Contact** the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. **Respond** within 6 months, calculated from **8/17/2010** (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) **Response to Office Action form**. If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the ABANDONMENT (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.